

### REMARKS

The Office Action dated August 7, 2007, imposed a restriction requirement in the above-identified application, requiring that the present application be restricted to one of the following inventions:

Claims 1-5: Drawn to an entertainment sponsorship marketing system;

Claims 6-11: Drawn to an integrated marketing system in incorporating  
multimedia channels; and

Claims 12-14: Drawn to a marketing contest method.

Applicants elect Claims 1-5.

Claims 6-14 have been cancelled, without prejudice or disclaimer of the subject matter presented therein. Accordingly, Claims 1-5 are presented for examination, of which Claim 1 is in independent form.

No petition to extend the time for response to the Office Action is deemed necessary for this Amendment. If, however, such a petition is required to make this Amendment timely filed, then this paper should be considered such a petition and the Commissioner is authorized to charge the requisite petition fee to Deposit Account 06-1205.

Applicants' undersigned attorney may be reached in our New York Office by telephone at (212) 218-2100. All correspondence should continue to be directed to our address listed below.

Respectfully submitted,

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